

**IN THE CLAIMS:**

Claims 1-37 (cancelled).

138. (new) A system comprising;

a mobile device;

a database means for storing the capabilities of mobile devices;

a mobile device type identifier associated with said mobile device;

a message processor means for generating message data comprising a coupon;

a message optimizer means for generating an optimized message responsive to said message data and responsive to the stored capabilities corresponding to said mobile device type identifier; and

a communication means for transmitting said optimized message to said mobile device.

139. (new) The system according to Claim 38, characterized in that said

capabilities comprise at least one device attribute associated with a mobile device type.

140. (new) The system according to Claim 39, characterized in that said device attribute comprises a display dimension and a colour depth.

30 41. (new) The system according to Claim 38, characterized in that said communication means comprises a gateway means for transmitting said optimised message to a network.

31 42. (new) The system according to Claim 41, characterized in that said communication means comprises a router means for selecting the gateway means for message transmission.

32 43. (new) The system according to Claim 38, characterized in that said coupon comprises a barcode number, barcode symbology, a barcode image, and text content.

33 44. (new) The system according to Claim 38, characterized in that said optimised message comprises multimedia content.

34 45. (new) The system according to Claim 44, characterized in that said multimedia content is selected from the group consisting of video, audio, a photograph and combinations thereof.

35 46. (new) The system according to Claim 38, characterized in that said message data further comprises said mobile device type identifier.

36 47. (new) The system according to Claim 38, characterized in that said system further comprises a barcode generator means for generating barcodes.

37 48. (new) The system according Claim 47, characterized in that said generated barcodes are random barcodes.

38 49. (new) The system according to Claim 47, characterized in that said system further comprises a barcode encoder means for encoding said generated barcodes.

39 50. (new) A method for delivering a message to a mobile device comprising the steps of:

inputting capabilities of mobile devices;  
storing said capabilities of mobile devices;  
generating message data comprising a coupon and a mobile device type identifier associated with said mobile device;  
retrieving the stored capabilities corresponding to said mobile device type identifier;  
generating an optimised message responsive to said message data and said retrieved capabilities; and  
transmitting said optimised message to said mobile device.

40 51. (new) The method according to Claim 50, characterized in that said capabilities comprise at least one device attribute associated with a mobile device type.

41 52. (new) The method according to Claim 50, characterized in that said device attribute comprises a display dimension and a colour depth.

53. (new) The method according to Claim 50, characterized in that said method further comprises the step of transmitting said optimised message to a network.

54. (new) The method according to Claim 50, characterized in that said method further comprises the step of selecting a gateway means for message transmission.

55. (new) The method according to Claim 50, characterized in that said coupon comprises a barcode number, barcode symbology, and a barcode image.

56. (new) The method according to Claim 50, characterized in that said optimised message comprises multimedia content.

57. (new) The method according to Claim 56, characterized in that said multimedia content is selected from a group consisting of video, audio, a photograph and combinations thereof.

58. (new) The method according to Claim 50, characterized in that said step of generating the optimised message comprises downgrading said generated message data.

59. (new) The method according to Claim 50, characterized in that said method further comprises the step of generating barcodes.

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60. (new) The method according to Claim 59, characterized in that said generated barcodes are random barcodes.

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61. (new) The method according to Claim 59, characterized in that said

method further comprises the step of encoding said generated barcodes.

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62. (new) A computer-readable medium whose contents cause a system to

perform a method comprising the steps of:

inputting capabilities of mobile devices;

storing said capabilities of mobile devices;

generating message data comprising a coupon and a mobile device type identifier associated with said mobile device;

retrieving the stored capabilities corresponding to said mobile device type identifier;

generating an optimised message responsive to said message data and said retrieved capabilities; and

transmitting said optimised message to said mobile device.